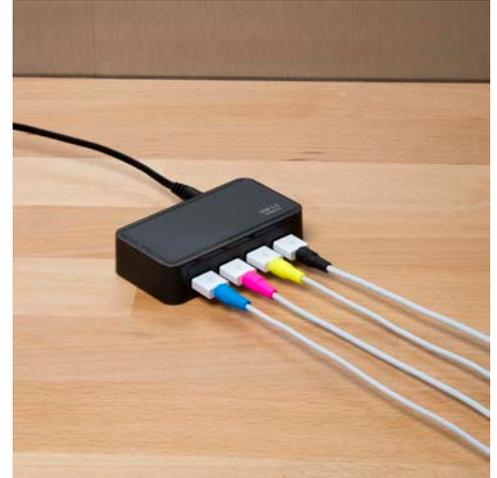


Two Common Cord Problems, One solution: Nite Ize CordCollar ID + Protection

BOULDER, Colo., Jan. 9, 2018 – Apple®, Android™ or other --all mobile device users share two common frustrations: frayed or damaged charging cords, and cord identification. Nite Ize®, a manufacturer of popular mobile accessories and other innovative products, solves both problems with one simple, colorful solution. Introducing the new [CordCollar™ ID + Protection](#) – the ultimate cord identification and protection solution.

The CordCollar protects cables and helps prevent fraying where cords bend the most by reinforcing the cable ends. Made of durable TPE material, this helpful accessory stretches to fit most charging cords including USB, micro USB, Apple Lightning Cable and more. The included installation tool helps to easily slide these snug-fitting covers over the cable end without difficulty and reinforces the most vulnerable area.

“A frayed charging cord is not only inconvenient but can be dangerous,” [Nite Ize Founder and CEO Rick Case](#) said. “The CordCollar will help reinforce and extend the life of any standard charging cord and also serves as a convenient way to identify different cords and avoid confusion among family and friends.”



Available in black, blue or an assorted color pack, the CordCollar is \$4.99 on [Nitelze.com](#).

About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment.

For more information, please visit [Nitelze.com](#).

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